



SOLUTIONS TO RISING HEALTHCARE COSTS

Keeping Employees Healthy

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Presentation Objectives

- Introduce the Wellness Council
- Make the business case for worksite health promotion
- Provide a blueprint for success that any employer can follow
- Give examples of Wisconsin employers with successful wellness programs
- Share resources you should know about



Wellness Council At A Glance

- A nonprofit association dedicated to building healthier workplaces in Wisconsin.
- All programs and services help employers design results-oriented wellness programs.
- The Wisconsin affiliate of Wellness Councils of America (WELCOA).



Our History

- Founded in 1985 by a group of nine businesses in southeastern Wisconsin
- Membership has grown to over 130 Wisconsin employers of all sizes and types from manufacturing to service providers
- One of the first in a national network of wellness councils under WELCOA



Programs and Services

- Regional Well Workplace Workshops
- Annual Worksite Wellness Conference
September 26, 2002
- Membership Benefits
 - Leading edge publications
 - Members-only website
 - Ready-to-use resources



Wellness Defined

- The process of being **aware** of and **actively** working toward better health
- Includes **multiple dimensions**:
physical, mental, and emotional health
- The terms **wellness** and **health promotion** are used interchangeably



Worksite Health Promotion

- A **carefully designed** and **properly implemented** program
- Addresses both the major health concerns of your **organization** and your **employees**



Most Frequently Addressed Programming Areas

- Physical Activity
- Nutrition
- Weight Management
- Stress Management
- Smoking Cessation
- Hypertension
- Back Care
- Medical Self-Care
- Seat Belts
- Disease Management
- Personal Finance
- Immunization
- Ergonomics

The Business Case for Worksite Health Promotion





Six Reasons

**Why Health Promotion Makes
Good Business Sense**



Reason #1:

Our Citizens Are Not the Healthiest

- Our nation's population is largely sedentary.
- 33% of Americans are overweight.
- Tobacco use continues to be popular even though a leading cause of death.
- 75-90% of visits to primary care physicians are for stress related conditions.
- This is your labor pool!



Reason #2: Much Illness is Preventable

- As much as 70% of illness and the associated costs are preventable.
- The leading causes of death in the U.S. and Wisconsin are all related to lifestyle:
 - **Heart Disease, Cancer, Stroke**
- Yet little is spent on prevention: over 95% of health expenditures are for evident illness.
- An ounce of prevention...is worth a pound of cure!



Reason #3:

Healthcare Costs Are Causing Concern

- Double-digit inflation is back despite employers best efforts.
- The cost of treating illness continues to escalate.
- Experts contend that the only long-term solution to managing costs is to keep people healthy.
- An increasing number of employers view wellness programs as an effective cost cutting measure.



Most Successful Cost Control Measures: 1994-1997

- Increased cost sharing with employees
- Shopped for a traditional plan with managed care or PPO
- Self-insured
- Started a wellness program
- Adopted a mail-order prescription program



Reason #4:

The Worksite is An Ideal Setting

- The majority of Americans work and spend most of their waking hours at the worksite.
- Employers have a vested interest in health-related issues. They and their employees are the primary purchasers of healthcare.
- Opportunity to partner: medical costs consume both corporate profits and employee paychecks.

Reason #5:

The Research is In...

- ...And the evidence supports the effectiveness of worksite health promotion.
- Recent research validates that health promotion programs can improve health, save money, and even produce a return on investment.



Most Costly Risk Factors

Prioritized by Impact on Health Care Expenditures

- Self-Reported Depression
- Self-Reported Stress
- High Blood Glucose
- Inappropriate Body Weight
- Tobacco Use
- High Blood Pressure
- Poor Exercise Habits

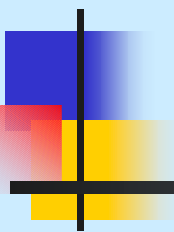


Reason #6:

More and More Companies Are Doing It!

- Today more than 81% of American businesses with 50 or more employees have some form of health promotion program.
- Innovative employers of all types, sizes, and locations are seeing the value of proactively managing employee health (a benefits strategy) and productivity (a business strategy).

The Seven Cs of Worksite Health Promotion



Well Workplace University





The Seven C's: Critical Benchmarks of Success

- Concentration on **Senior-Level Support**
- Creating A Cohesive **Team**
- Collecting **Data** to Drive Health Efforts
- Carefully Crafting an **Operating Plan**
- Choosing **Appropriate Interventions**
- Creating **Supportive Environments**
- Consistently **Evaluating Outcomes**



Successful Programs

- Follow proven benchmarks
- Balance organizational needs and employee interests
- Recognize that promoting good health is promoting strong business

Well Workplace Awards

- National Accreditation Standards
- Local and National Recognition
- Four Designations
 - **Platinum**
 - **Gold**
 - **Silver**
 - **Bronze**





Fortis Health - Milwaukee

**A leading provider of health insurance to small businesses
1,800 employees/Milwaukee + 1,000 at remote sites/US**

- Silver Well Workplace Award – 2000
- Health promotion initiative began in 1986 with introduction of non-smoking policy
- Today have a walking club, ergonomic program, annual wellness week, and much more
- Ben Cutler, President/CEO, believes that every business in America has a responsibility to support worksite wellness.
- He demonstrates his commitment by serving on the board of Wellness Councils of America



Highsmith Inc. - Ft. Atkinson

Nation's leading mail order supplier to schools/libraries

300 employees

- Platinum Well Workplace – 2000
- Wellness became a priority in 1989 in response to rising health care costs
- Today, totally committed to an initiative called TAG:
 - **Total commitment to developing human potential**
 - **Access to learning opportunities**
 - **Growth as an individual and as a company**



Lab Safety Supply - Janesville

Leading catalog supplier of safety and industrial supplies

800 employees

- Gold Well Workplace - 1999 → Platinum
- On-site fitness center, convenient care medical clinic that saves time and money, and many special classes and programs
- President Larry Loizzo believes that LSS is a front-runner in demonstrating a significant financial return on money invested in health and wellness, in addition to the incalculable benefits and cultural aspects of a healthier workforce.



St. Clare Hospital - Baraboo

Rural health center, SSM Health Care System

Nearly 600 employees

- Silver Well Workplace – 2000
- Wellness efforts began in 1995 in response to an employee satisfaction survey
- Today, St. Clare takes a leadership role among community businesses and industries in the area of employee health and wellness, and continues to enhance wellness and recreation opportunities offered to their employees



We Energies - Wisconsin

**Energy company serving Wisconsin and Upper Michigan
6,000+ employees at more than 65 locations**

- Bronze Well Workplace - 1999 → Silver
- Wellness efforts began in 1989 with initial focus on physical fitness
- Today, the company's Health Enhancement Initiative (HEI) is part of a three-prong strategy to stabilize health care spending including managed care, health education, and health promotion.



The List of Employers That Value a Healthy Workforce Keeps Growing!

■ Names You Know:

- Georgia Pacific**
- Harley Davidson**
- Huffy Sports**
- Lands' End**
- Miles Kimball**
- Procter & Gamble**
- Sargento Foods**
- S.C. Johnson**
- U.S. Postal Service**

■ Names You May Not:

- APW-Oak Creek**
- Grede Foundries-Reedsburg**
- HM Graphics**
- Karl's Party Rental**
- Lord's Dental Studio**
- McCain Foods, USA**
- Patch Products**
- Scott Construction**
- Standard Process**
- Charter Manufacturing**



Winning Strategies

- Since rising healthcare costs are impacting both employers and employees, there is an opportunity to partner in controlling healthcare expenses.
- Employers can demonstrate their commitment to a healthy and productive workforce by:
 - Putting the focus on prevention and negotiating their health plans accordingly.
 - Creating a more healthful work environment.
 - Recognizing health promotion as a competitive advantage for recruitment, retention, productivity, and managing the cost of healthcare.



Wellness Council Beliefs

- Health care costs are an issue of significant concern.
- A healthy workforce is essential to America's continued growth and prosperity.
- Much of the illness in the U.S. is directly preventable.
- The workplace is an ideal setting to address health and well-being.
- Workplace wellness programs can transform corporate culture and change lives.



Websites of Interest

- American Journal of Health Promotion (AJHP) www.healthpromotionjournal.com
- Business & Health Magazine www.businessandhealth.com
- Health Enhancement Research Organization (HERO) www.the-hero.org
- Wellness Council of America (WELCOA) www.welcoa.org



Visit the Wellness Council

At our website:

www.wellnesscouncilwi.org

